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UNITED STATES DEPARTMENT OF AGRICULTURE
DIRECTOR OF INFORMATION
Washington

April 15, 1954

To: Agency Heads

From: R. L. Webster, Director of Information

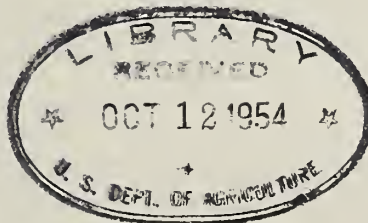
Subject: Consolidation of Arts and Graphics, and News-Type Photography Work

We attach the following materials to assist you in complying with the provisions of Secretary's Memorandum No. 1348, which requires centralization of arts and graphics, and news-type photography:

1. Outline of consolidation, Exhibit A.
2. Plan and procedure for implementing visual reorganization, Exhibit B.
3. Comparative statements of visual functions of Office of Information and agencies, Exhibit C.

To complete the first step of this visual reorganization, it is requested that such officers as you designate prepare a preliminary draft of an agreement to be made with this Office, as outlined in Exhibit B. Four copies of this draft should be forwarded to me by April 30, 1954, for preliminary review. The agreement in final form is to be executed by you, or an officer designated to act for your agency. We assume that it will be necessary to advise with your representatives in working toward preliminary agreement in this matter, and we shall expect to do so.

Attachments
cc Agency Information Heads



Consolidation of Art and Graphics, and Press Photo
Activities in Headquarters Office of the Department

Staff to be Transferred

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The requirement in Secretary's Memorandum 1348 to consolidate into the Office of Information the art, graphics, and illustrations work of headquarters offices will transfer professional and clerical employees engaged full or substantially full-time in preparation and production of arts, graphics, and illustrations work in the agencies.

On current photography work the transfer will involve photographers on current news and publication photography work of agencies. This staff when transferred would be expected to service all USDA headquarters agencies for current photography on call or agreement with the agencies.

Method of Transfer

Upon agreement with each Service or Administration involved, based on the attached guides, the staffs will be transferred as of a set date, preferably May 1, 1954. Separations that may be involved will be made after transfer, based on (1) an efficient organization set up in the Office of Information, and (2) on the estimated workload.

Financing Arrangements

Funds are to be transferred to the Office of Information only for photographic file clerks. Drafting tables and equipment, cameras and other news photography equipment, files of charts, current prints, adequate photographing supplies, desks and miscellaneous items necessary to the servicing of file clerks and other transferred staff will be transferred to the Office of Information without charge. All photography, use of photographer time and reproduction work will be on a reimbursable basis. Otherwise, the consolidated work shall be reimbursed as follows:

- A. From transfer date to June 30, 1954. Services and Administrations from which staff is transferred will earmark or set aside an estimated amount for reimbursement in equal monthly installments to the Office of Information, based on these costs:
 1. Remaining salary for F.Y. 1954 of photographers, artists, and illustrators transferred.
 2. Calculated terminal leave reserve for employees transferred.
 3. Estimated cost of supplies and materials, travel, and other miscellaneous expenses applicable to functioning of transferred staffs.
 4. Applicable administrative overhead.

The Office of Information during 1954 will bill the Services and Administrations for reimbursement on the basis of work performed for them at no higher total cost than the total earmarked obligation set up as above. Such billing should progressively reflect lower costs resulting from reduction of transferred staff.

- B. Fiscal 1955 and thereafter. Reimbursement will be made on the basis of work ordered from the Office of Information, at estimated cost of performing the work. Transferred activities will be financed under the Working Capital Fund, allowing for permanent reserve for equipment and terminal leave.

Space needs and location will be determined with the Office of Plant and Operations on the basis of space use reported in the preliminary agreements.

Central Photo File

A central file of current photographs with negatives usable for news and current publication uses will be established and maintained in the Office of Information. Negatives of pictures taken by Office of Information personnel will be maintained in Office of Information. Agencies will retain their own files of research and program negatives. Appropriate regulations will be issued to cover submission of prints of current photographs to the Office of Information when prints are first made.

1. The first part of the paper is devoted to a general discussion of the problem of the existence of solutions of the system of equations (1) for arbitrary values of the parameters α and β . It is shown that the system has solutions for all values of the parameters α and β if the function $f(x)$ is continuous and has a bounded derivative.

2. In the second part of the paper the problem of the existence of solutions of the system of equations (1) for arbitrary values of the parameters α and β is solved. It is shown that the system has solutions for all values of the parameters α and β if the function $f(x)$ is continuous and has a bounded derivative.

3. In the third part of the paper the problem of the existence of solutions of the system of equations (1) for arbitrary values of the parameters α and β is solved. It is shown that the system has solutions for all values of the parameters α and β if the function $f(x)$ is continuous and has a bounded derivative.

Plan for Implementing Visual Information Reorganization

1. Establishment of an agency task force committee is suggested to recommend details of functions, funds, and personnel to be transferred, and to prepare an agreement with the Office of Information for transfer.
 - a. This committee to be appointed by agency heads and makes recommendations to a staff service committee of representatives of the Offices of Information, Budget and Finance, Personnel, and Plant and Operations.
 - b. The agency task force committee to perform following duties:
 - (1) Secure necessary information regarding function to be transferred, in whole or in part, such as:
 - (a) Description of work presently being performed.
 - (b) Present organizational arrangement.
 - (c) Present staffing pattern.
 - (d) Present appropriations or allotments.
 - (e) Present space use and office facilities.
 - (2) Develop recommendations for final approval of Secretary's Reorganization Committee on the following:
 - (a) Description of work to be transferred.
 - (b) Identification of personnel presently engaged in work to be transferred, including present organizational and geographical location and including administrative overhead.
 - (c) Identification and listing of equipment, supplies, materials, and files of photographs, or illustrative material to be transferred.
 - (d) Identification of funds used or estimated for work to be transferred on full year basis for 1955, and for three times the monthly average for the period, April-June 1954.
 - (e) Space and facilities needs for functions to be transferred.
2. Review and approval of transfer agreement.
 - a. The preliminary agreement of transfer, when drafted by the task force committee, or persons designated, should be forwarded in original and three copies to the Director of Information for review by a designated review committee of staff office representatives.
 - b. After preliminary clearance and any necessary discussion or investigation, the preliminary agreement will be returned to the agency for execution by the agency chief and return of original and three copies to the Director of Information for signature.

THE HISTORY OF THE UNITED STATES

The first part of the history of the United States is the period from the discovery of the continent by Christopher Columbus in 1492 to the establishment of the first permanent settlements in 1607.

The second part of the history of the United States is the period from the establishment of the first permanent settlements in 1607 to the American Revolution in 1776.

The third part of the history of the United States is the period from the American Revolution in 1776 to the present time.

The fourth part of the history of the United States is the period from the present time to the future.

The fifth part of the history of the United States is the period from the future to the end of the world.

The sixth part of the history of the United States is the period from the end of the world to the beginning of the next world.

The seventh part of the history of the United States is the period from the beginning of the next world to the end of the next world.

The eighth part of the history of the United States is the period from the end of the next world to the beginning of the next world.

The ninth part of the history of the United States is the period from the beginning of the next world to the end of the next world.

OFFICE OF INFORMATION
Visual Information - Arts and Graphics
(After Reorganization)

Responsibilities

Responsible for planning effective use of visuals in the information work of the Department; for programming their use; for coordinating the planning, preparation, and use of visual materials in agricultural information; for production of visuals for public reporting, information, or administrative use, including use among state and county committees or organizations; and for reviewing visuals in publication manuscripts for effective and economical presentation of subject matter.

Art and Graphics Production

1. Produce art and graphics for agencies of the Department, such as

- Posters
- Layouts for publications
- Covers for publications
- Sketches for periodicals and "house-organ"
sheets, employee-training, and other
internal-use materials
- Sketches for letters to cooperators, etc.
- Charts, technical
- Charts, informational
- Film strips
- Visuals for TV
- Lettering, such as that for honor awards,
certificates, etc.
- Map charts

2. Advise agencies as to production of art and graphics, with particular emphasis on format, appeal, economy of reproduction, and conformity with Department policy.
3. Prepare all roughs, comprehensives, as well as finished art for the Department.
4. Establish schedules for completion of art and graphics, and provide estimated costs.
5. Review and arrange for procuring commercially all art and graphics that cannot be done in the USDA art and graphics section, when necessary.
6. Maintain central file of charts and graphics.

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USDA AGENCIES
Visual Information Work - Arts and Graphics
(After Reorganization)

Responsibilities

1. Plan agency's art and graphics work as part of agency visual programs, and generally assist agency divisions in assembling material for art and graphic presentation. Assist editors, writers, and program planners in coordinating this material, the assistance to include assembling of illustrative material, statistics for charts and graphs, and other basic materials for presentation in finished visuals.
2. Act as liaison between the agency and art and graphics section of the Office of Information on procuring art and outlining problems for visualization.
3. Agency visual production limited to preliminary roughs and suggested ideas on visualization prior to actual production; to occasional non-professional-type graphics, made for very limited use in project or office work, or for casual presentation; and to special work such as organization charts, reproductions of insects, fruits, vegetables, commodity standards, models, and maps.

OFFICE OF INFORMATION
Visual Information - Photography
(After Reorganization)

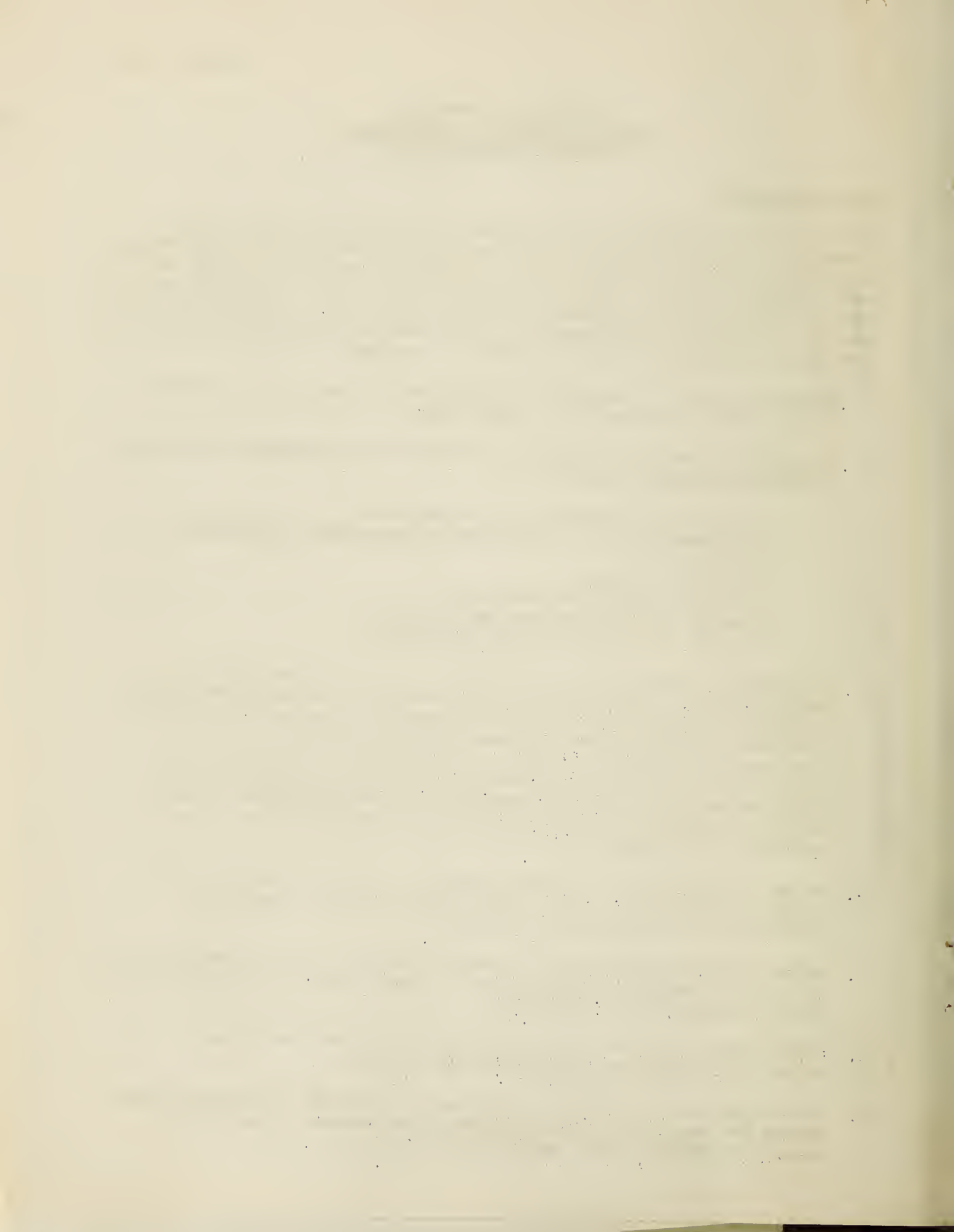
Responsibilities

Planning the effective use of photographs and related materials in the information and education work of the Department; coordinating the planning, preparation, and use of photographs in information activities of the Department; maintain for use of public communication media, for department use, and for use in requests for information a central file of good quality news and general illustration photographs; and advise and assist agencies in the effective use of photography in the Department's programs.

1. Maintain a staff of competent photographers for agencies to call upon for Washington and field photo assignments.
2. Generally supervise and facilitate the use of photography in executing department programs, such as:

- Distribution of photographs for press use
- Photographs for the illustration of Department publications
- Film strips
- Television materials
- Laboratory production facilities
- Planning field assignments for photographs
- Files and indexes of current photographs

3. Maintain and supervise closely a modern up-to-date photo laboratory--specializing in color photography, hypercloseup, and microphotography--equipped to produce high quality enlargements economically for the use of exhibit and educational purposes; facilities for the fine grain processing of all types of film; photographs made for reproduction purposes for use in the Department publications, the Nation's farm press and the special type photographs used for television; a custom service for agencies to obtain special photo quality which is not available at the present time.
4. Assist photographers, writer-photographers, newsreel cameramen and others in establishing contacts and locations for the taking of photographs in Washington and the field.
5. Advise Department personnel and foreign visitors in the purchase and use of photo materials, cameras and other equipment in the photographic field of agricultural information.
6. Handle sales and other requests for photographs and other photographically reproduced illustrative materials.
7. To maintain a photo library of all news and general illustration photographs and negatives of the Department's activities. This includes slides, stripfilms, chart reproductions, etc.



USDA AGENCIES
Visual Information - Photography
(After Reorganization)

Responsibilities

1. Plan use photography, photographers, and developing facilities for the purpose of conducting authorized programs of the agency. Limit such photography to program purposes, as opposed to dissemination of results or development of program aids. Program purposes would include photography for such purposes as progressive steps in research, progressive program developments, identification of situations, agricultural products, equipment, locations, structures, etc.
2. Periodically supply prints of program photographs to the Office of Information for review from the standpoint of acquisition into the central news and general illustration photo file; and supply prints of such acquired prints for file and news use.
3. Inform the Office of Information of needed photographs, of places, actions, situations, forthcoming events, which should be photographed for news purposes.
4. Continuously survey agency requirements for news photographs for current information uses, for publications, and other uses, in order to develop a basic program of news photographs for as much as a full year, to be supplemented from time to time as changing conditions warrant.
5. Analyze and focus agency needs for news and general illustration photographs, plan to secure photographic services in advance of use under schedules designed to fulfill program needs.
6. Act as liaison for the agency with the central photographic division of Office of Information for the purpose of making available program photographs for potential use for news or general illustration purposes and for processing services from the central photographic division.

